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I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by **EXPRESS MAIL** to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (571)273-8300.

Date:

4/3/06

By:

Patti Hespell
Patti Hespell

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering

Conf. No.: 4893 : Group Art Unit: 2617
Appln. No.: 09/857,256 : Examiner: Shang, Annan Q.
Filing Date: 01 June 2001 : Att'y. Docket No.: T702-15
Title: Subscriber Characterization and Advertisement Monitoring System

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with 37 C.F.R. § 1.98(a)(2)(ii), copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

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Application No. 09/857,256

- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

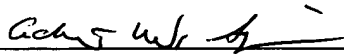
It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

- ☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:
- ☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

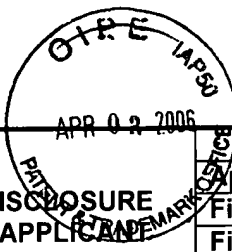
Respectfully submitted,

Date:

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 1 of 2

Complete if Known

Application Number 09/857,256
Filing Date 01 June 2001
First Named Inventor Charles A. Eldering
Group Art Unit 2617
Examiner Name Shang, Annan Q.
Attorney Docket Number T702-15

U.S. PATENT DOCUMENTS

Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
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	US4754410		Leech; William J.	06-1988
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	US5448471		Deaton, David W.	09-1995
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Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
	Country Code	Number	Kind Code (if known)			
	WO	98721713A3		LEVILLE	11-1998	

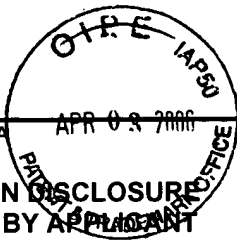
OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	Broadvision, "The Power of Personalization", 3 pgs.	
	RASKUTTI, BHAVANI, "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5 th International Conference on User Modeling, Kailuna-Kona, HI, USA, Pgs 2-5, (January 1996), 3 pgs.	
	Engage Technologies, "About Engage Technologies", (Copyright 1997), 13 pgs.	
	Firefly Corporation, "Firefly Passport Office", (Copyright 1997), 8 pgs.	
	GALLAGHER, K., "A framework for targeting banner advertising on the Internet", System Sciences 1997, Proceedings of the Thirtieth Hawaii International Conference, Vol. 4, Pgs. 265-275, (January 7-10, 1997), 12 pgs.	
	Media Metrix, "Frequently Asked Questions", 2 pgs.	
	Net Perceptions, "Adding Value in the Digital Age", 11 pgs.	
	Open Sesame, "Learn Sesame", (copyright 1998) 3 pgs.	
	Aptex Software, "SelectCast for Ad Servers", 4 pgs.	
	Aptex Software, "SelectCast for Commerce Servers", 2 pgs.	

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Examiner Signature		Date Considered	
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STATEMENT BY APPLICANT**

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Sheet 2 of 2

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First Named Inventor Charles A. Eldering
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Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
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	US5974399		Giulian, John A.	10-1999
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	09/857,160		Eldering, Charles A.	(07-01-2001 Filing Date)

FOREIGN PATENT DOCUMENTS

Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
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OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁

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